



**Chandler • Arizona**  
*Where Values Make The Difference*

# 2017-2018 SPONSORSHIP PACKET





175 S Arizona Ave  
Chandler, AZ 85225

T: 480-782-2665  
[www.chandleraz.gov/special-events](http://www.chandleraz.gov/special-events)

Dear Potential Sponsor,

Thank you for your interest in partnering with the City of Chandler by sponsoring one of our Special Events. The City of Chandler Recreation Division strives to produce top-rated events that the entire family can enjoy FREE of charge. In order to accomplish this goal, the City welcomes sponsorships to help offset event expenses. These events take place throughout the year and attract various ages and interest groups.

City of Chandler events provide you and your business the opportunity to sponsor seven differently designed events that attract guests from all over the valley, while providing our local community residents more intimate activities for the entire family. We offer several opportunities to meet your needs and budget.

For additional information or to discuss sponsorship opportunities further, please feel free to call me at 480-782-2665 or via email at [Hermelinda.Llamas@chandleraz.gov](mailto:Hermelinda.Llamas@chandleraz.gov).

Warm Regards,





Hermelinda Llamas  
Special Events Coordinator

# FIND US

The Chandler community hosts special events throughout the year and travelers from across the valley, nation and world are drawn to our fabulous festivities. When you sponsor one of our events you make a lasting impact in the community – it's a great place to live, work and play!

## SEE WHAT PEOPLE ARE SAYING ABOUT US ONLINE...

### SOCIAL MEDIA STATS

	@ChandlerRec		/ChandlerRecreation
7,054 likes	 177 subscribers	2,816 followers	 1,368 followers

### MONTHLY E-NEWSLETTER SUBSCRIBERS

6,998 Active Contacts

### WEB SITE YEARLY ANALYTICS – [www.chandleraz.gov/special-events](http://www.chandleraz.gov/special-events)

Our webpages are among the most viewed on the City of Chandler website!

Chandler Mayor's Day of Play Page	4,733 Visits
Halloween Spooktacular Page	13,566 Visits
Woofstock Page	9,065 Visits
Tumbleweed Tree Lighting and Parade of Lights Page	47,774 Visits
Chandler Jazz Festival Page	18,204 Visits
Family Easter Celebration Page	11,858 Visits
CinePark Page	4,908 Visits

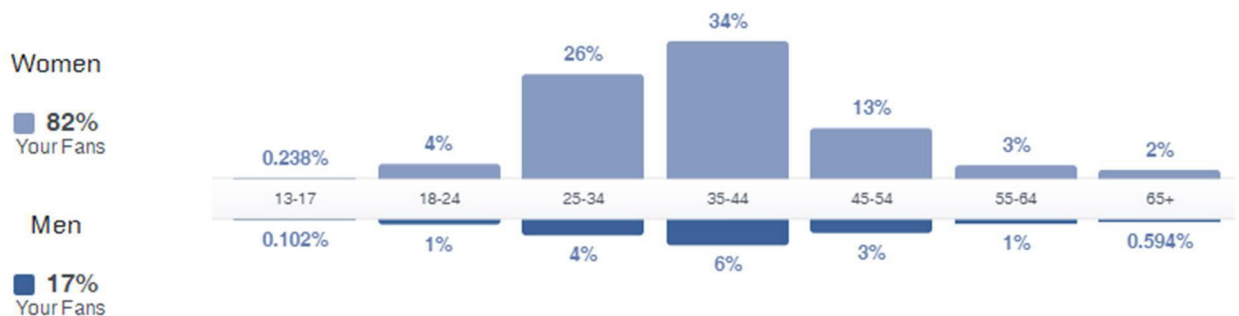


# MEDIA REACH

Each event provides wide exposure through a variety of media outlets and marketing channels. Below is a basic guide of the types of advertising, public and community relations opportunities available for our sponsors.

City Media Outlets	Reach
Break Time Magazine	7,000 households   14,000 distributed to City facilities
Channel 11	75,000 households
E-Newsletter	6,998 subscribers
Print	
San Tan Sun News	35,000 households
East Valley Tribune	507,825 readership
Wrangler News	18,600 households
Social Media	
Facebook	7,054 followers
Instagram	1,368 followers
Twitter	2,816 followers
YouTube	177 subscribers

Facebook Fans:



## Audience Profile of @ChandlerRec Twitter followers

AUDIENCE STATS
55.3% are female
97.5% are married
50.3% are parents
38.2 yrs average age
\$58.5k/yr. avg. income
AUDIENCE LOCATION
Predominantly United States (96.9%), with top cities:
Phoenix (42.1%)
Chandler, AZ (19.3%)
Gilbert, AZ (6.0%)
Tempe, AZ (4.8%)
Mesa, AZ (4.6%)
Scottsdale, AZ (4.0%)

@ChandlerRec's followers are in their late thirties, typically white/caucasians married with children and with very high income. The account has a notable audience concentration in Phoenix.

**Professionally**, @ChandlerRec's followers are senior managers, sales/marketing managers and journalists. The account ranks within the top 10% of all Twitter accounts in terms of density of realtors.

**In their spare time** they enjoy history, eating out, science news, political news and cooking. @ChandlerRec followers are charitably generous and particularly health conscious. Sports enjoyed significantly more than Twitter norm include cycling, football and baseball.

**As consumers** they are affluent and active, with spending focused most strongly on wining/dining, home/family and travel. Their strongest brand affiliations include PetSmart, Southwest Airlines, US Airways, P.F. Chang's and Marriott.

**On Twitter** they tweet most often about business, sport and technology. Accounts followed far more than Twitter average include @SouthwestAir, @SenJohnMcCain, @LarryFitzgerald, @Starbucks and @SteveNash.

# EVENTS

OCT 21	<p>Chandler Mayor's Day of Play</p> <p>This event is dedicated to the health, wellness, and fitness for kids of all ages, while educating parents on providing healthy lifestyles for their children. It is also a celebration of our national Playful City designation. (Page 6)</p>	
OCT 27	<p>Halloween Spooktacular</p> <p>This spectacular evening is designed for kids and their parents to enjoy a safe and fun alternative to a traditional Halloween experience. Families will dress up and have a frightening spooky time. (Page 7)</p>	
NOV 18	<p>Woofstock</p> <p>It's a tail waggin' good time as the City welcomes dog enthusiasts from around the valley to honor Veterans, pet owners and "man's" best friend. (Page 8)</p>	
DEC 2	<p>Tumbleweed Tree Lighting Ceremony &amp; Parade of Lights</p> <p>Our largest and vibrant community event lights up the streets of Downtown Chandler and officially kicks off our holiday season. (Page 9)</p>	
MARCH 31	<p>Family Easter Celebration</p> <p>This south Chandler event provides some of the most enthusiastic egg hunting and games in the Valley for children and their families. (Page 10)</p>	
APRIL 6-7	<p>Chandler Jazz Festival</p> <p>The festival brings the Jazz community together during this two-day event to listen, dance and enjoy the sounds of Jazz in Downtown Chandler. (Page 11)</p>	
MAY 4, 11 & 18	<p>CinePark May Movie Series</p> <p>A free three week movie series in May that features recently released family friendly flicks. (Page 12)</p>	





## CHANDLER MAYOR'S DAY OF PLAY

Location: Tumbleweed Park

Average Attendance: 3,900 to 4,200 guests

Date: Saturday, October 21, 2017

Time: 8:00 a.m. to 12:00 p.m.

Website: [www.chandleraz.gov/dayofplay](http://www.chandleraz.gov/dayofplay)

**EVENT DESCRIPTION:** The 11<sup>th</sup> Annual Chandler Mayor's Day of Play is a four hour event that is dedicated to the health, wellness, fitness, and spirit of children. The event has more than 75 booths and activities for guests to visit. Activities include: foam fun run, child fingerprinting from Chandler Police Department, oral hygiene booths, medical screening booths, and sport activities. As part of the event, parents are shown techniques on how to facilitate a healthy lifestyle for themselves and their families. This event is held to celebrate our Playful City Designation.





## HALLOWEEN SPOOKTACULAR

Location: Downtown Library Plaza

Average Attendance: 1,800 to 2,200 guests

Date: Friday, October 27, 2017

Time: 5:30 p.m. to 8:30 p.m.

Website: [www.chandleraz.gov/spooktacular](http://www.chandleraz.gov/spooktacular)

**EVENT DESCRIPTION:** The 36<sup>th</sup> Annual Halloween Spooktacular event has music, Trunk or Treat stops, a haunted house, carnival games, crafts, souvenir photos, cake walks, a pumpkin patch, as well as food and beverages for purchase. Event activities include: eight different games for various ages to play and win candy prizes, make and take crafts areas, face painting, pumpkin painting, pumpkin bowling, five piñatas and a costume contest.







## WOOFSTOCK

Location: Tumbleweed Park

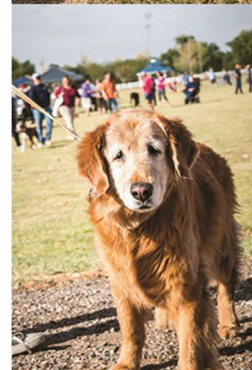
Average Attendance: 3,900 to 4,500 guests

Date: Saturday, November 18, 2017

Time: 9:00 a.m. to 1:30 p.m.

Website: [www.chandleraz.gov/woofstock](http://www.chandleraz.gov/woofstock)

**EVENT DESCRIPTION:** The 10<sup>th</sup> Annual Woofstock is held in partnership with the American Service Animal Society and Maricopa County Animal Care and Control. Tail waggin' activities include: Walk of Honor – A Salute to Veterans, funds raised from the walk help veterans to get guide dogs into their homes; two performance groups and a DJ on stage; Interactive Demonstrations; Mini Dog Park; Free Booth Activities, Pet Psychic; and so much more. Also available for guests are pet adoptions, last year more than 40 dogs received a new home, vaccinations, and microchips. Woofstock is our fastest growing event.







## TUMBLEWEED TREE LIGHTING & PARADE OF LIGHTS

Location: Dr. A.J. Chandler Park

Average Attendance: 18,000 to 20,000 guests

Average Parade Entry Participants: 60

Date: Saturday, December 2, 2017

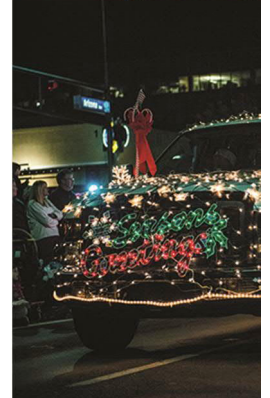
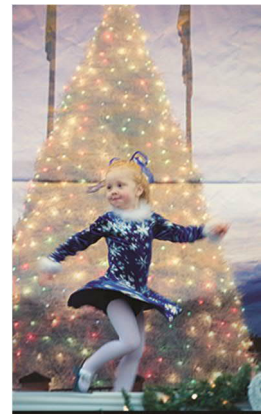
Time: 4:30 p.m. to 9:00 p.m. - Parade begins at 7 p.m.

Website: [www.chandleraz.gov/tumbleweedtree](http://www.chandleraz.gov/tumbleweedtree)

Website: [www.chandleraz.gov/parade](http://www.chandleraz.gov/parade)

**EVENT DESCRIPTION:** The 61<sup>th</sup> Annual Tumbleweed Tree Lighting Ceremony is a unique southwestern tradition that draws visitors from far and wide to kick off in the holiday season. Guests come early to listen and watch local musicians and dancers perform on stage, eat food and drink hot chocolate, as they explore the booths on the east and west side of Dr. A.J. Chandler Park. Kids and families can take souvenir pictures with Santa. Visitors watch the tree light up the night sky when the Mayor flips the switch and the holiday season in Downtown Chandler officially begins.

The 28<sup>th</sup> Annual Parade of Lights is a vibrant community event that lights up the streets of Downtown Chandler. The parade displays floats, marching bands, dance troupes, mascots, and vehicles. The parade entries are created and designed by families, local school groups, civic organizations, neighborhoods, and businesses that come back year after year to participate. Entries compete in one of nine categories to earn a plaque and cash award. This  $\frac{3}{4}$  mile parade travels through Downtown Chandler with thousands of people lining the route.





## FAMILY EASTER CELEBRATION

Location: Snedigar Sports Complex

Average Attendance: 3,000 guests

Date: Saturday, March 31, 2018

Time: 9:00 a.m. to Noon

Website: [www.chandleraz.gov/easter](http://www.chandleraz.gov/easter)

**EVENT DESCRIPTION:** The 37<sup>th</sup> Annual Family Easter Celebration takes place in south Chandler and provides some of the most enthusiastic Easter Egg Scrambles in the Valley for kids up to nine years of age. In addition to the egg hunts, there are information booths, displays, bounce houses, craft and game booths, as well as a Family Easter Basket Give-Away. A children's coloring contest is conducted prior to the event with the winner being announced at the event.





# CHANDLER JAZZ FESTIVAL

## CHANDLER JAZZ FESTIVAL

Location: Downtown Chandler Library Plaza

Average Attendance: 12,000 to 15,000 guests

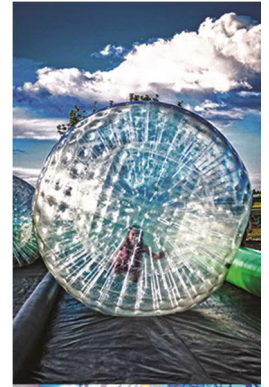
Date: Friday, April 6 to Saturday, April 7, 2018

Time: Friday and Saturday, 5 p.m. to 10 p.m.

Website: [www.chandleraz.gov/jazz](http://www.chandleraz.gov/jazz)

**EVENT DESCRIPTION:** The 19<sup>th</sup> Annual Chandler Jazz Festival brings the community together during this two-day event as they dance in Downtown Chandler and listen to smooth jazz and blues music. During the event, more than 20 musical groups perform. The sidewalks of downtown have duos and trios perform during the day, while many restaurants provide jazz bands into the evening hours. Additionally, visitors can experience the Arts & Crafts Fair along with the Beer & Wine Garden.





## CinePark May Movie Series

Location: Tumbleweed Park

Average Attendance: 200-300 guests

Dates: Friday, May 4, 2018

Friday, May 11, 2018

Friday, May 18, 2018

Time: Friday, 6:30 p.m. to 10:00 p.m.

Website: [www.chandleraz.gov/cinepark](http://www.chandleraz.gov/cinepark)

EVENT DESCRIPTION: CinePark is in its 3<sup>rd</sup> year as a free three week movie series in May showcasing recently released family friendly flicks. But wait, that's not all! Our May Movie Series is more than just a movie. Bring the entire family to Tumbleweed Park two hours before show time for unique, thematic activities enjoyable for the whole family. Come be the star of your own fun, while watching the stars under the stars.



# SPONSORSHIP OPPORTUNITIES

Thank you for considering a sponsorship opportunity with the City of Chandler special events. Package options available for each event are listed below.

\*\*Multi-event sponsorship opportunities are also available. \*\*

## Platinum Package - \$5,000

- News Releases
- Logo with Hyperlink to Company's Site
- 2 Selections from Option D
- 2 Selections from Option C
- 3 Selections from Option B
- 3 Selections from Option A

## Gold Package - \$2,000

- News Releases
- Logo with Hyperlink to Company's Site
- 2 Selections from Option C or
- 1 Selection from Option D
- 2 Selections from Option B
- 3 Selections from Option A

## Silver Package - \$1,000

- News Releases
- Logo with Hyperlink to Company's Site
- 1 Selection from Option C
- 1 Selection from Option B
- 2 Selections from Option A

## Bronze Package - \$500

- News Releases
- Logo with Hyperlink to Company's Site
- 1 Selection from Option B
- 2 Selections from Option A

## Copper Package - \$200

- News Releases
- Name with Hyperlink to Company's Site
- 2 Selections from Option A

## A La Cart

Our sponsorship program is adaptable to meet the needs of your organization. To create a successful partnership with you, we will customize a sponsorship package based on your needs.

## Package Options

### Options A

- \*Twitter – 3 Posts
- \*Instagram – 3 Posts
- \*Logo on Recreation E-Newsletter Event Information Post (Min. of 2 blasts)
- \*2 Stage Individual Sponsor Acknowledgement
- \*2 Items of Company's Marketing Materials Distributed at Event Information Booth

### Options C

- \*Web Banner Ad – Event Website Header
- \*YouTube – Pre-video Sponsor Advertisement Slide
- \*Logo on Bus Billboards Advertisement
- \*Logo on BreakTime Magazine Advertisement
- \*10' x 10' Booth Space at Event

### Options B

- \*Logo on Event Fliers
- \*Logo on Event Posters
- \*Recreation E-Newsletter – Banner Ad or Coupon (1 insert)
- \*Facebook – 4 Posts
- \*1 Company Banner Displayed on Event Stage (Banner Provided by Company)

### Options D

- \*Logo on Promo Event Video seen on Channel 11
- \*Logo on Newspaper Advertisement – Minimum of 2 Ads
- \*Logo on Magazine Advertisement – Minimum of 1 Ad
- \*Logo on Event Day Layout/Schedule
- \*Logo on Park Banner – Minimum of 2 Weeks of Exposure